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SPONS AGENCY Bureau of Adult, Vocational, and Technical Education (DHEW/OE), Washington, D.C. Div. of Manpower Development and Training.; National Center for Educational Technology (DHEW/OE), Washington, D. C.

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ABSTRACT

As an appendix to a conference report on media and the Manpower Development Training Act, this volume includes the following items: (1) letter of invitation, (2) list of participants, (3) agenda, (4) annotated bibliography on instructional media and vocational education, (5) letter of invitation to commercial media producers, (6) bibliography of materials on adult basic education, and (7) participant evaluation questionnaire. (EMH)

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Final Report

SEMINAR ON MEDIA AND MDTA PROGRAMS

Subcontract under Grant Award No. OEG-0-71-4690 (335)

Office of Education

U. S. Department of Health, Education, and Welfare

U. S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

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Educational Media Council

APPENDIX A



EDUCATIONAL MEDIA COUNCIL ☐ 1346 CONNECTICUT AVENUE, N.W.
WASHINGTON, D.C. 20036 / 202 296-7249

June 27th, 1972

Mr. Mark V. Novas
Educational Technology Specialist
Central AMIDS
4545 Lincoln Boulevard -- Suite 20
Oklahoma City, Oklahoma 73105

Dear Mr. Novas:

The National Center for Educational Technology and the Division of Manpower Development and Training have asked the Educational Media Council to plan a midsummer Seminar on uses of educational media in basic career education, designed for administrators in MTDA Programs, State directors of vocational education, and national contractors who are conducting training programs under MTDA. The Seminar is scheduled for August 2nd and 3rd at the DuPont Plaza Hotel here in Washington; and the Council has asked me to extend to you a special invitation to attend.

As organized by leaders of the 13 national professional and trade associations which are the Members of EMC, the Seminar will offer you a comprehensive overview of all kinds of educational equipment and materials that are immediately and readily available for use in your own programs -- including slides, overhead transparencies, filmstrips, films, audio and video tapes, programmed instruction, educational games, and systems combining various kinds of instructional technology. These media will be demonstrated for you by outstanding, seasoned practitioners who are working in notable programs in education, industry, and Government that are relevant to your own. Nationally recognized experts will be on hand to give you sound, practical advice on equipment purchase decisions, selection of commercially available materials, and practicable techniques for staff production of materials to meet your particular program needs.

Program emphasis throughout the Seminar, however, will be on effective use of media to assist the teaching/learning process in career education -- a knowledgeable, down-to-earth appraisal of what you can realistically expect instructional technology to accomplish as an integral part of your program.

The opening session will be a pre-Seminar reception and dinner at the DuPont Plaza on the evening of Tuesday, August 1st, at which our speaker will be John S. Jenness, President of the American Society for Training and Development and Director for Manpower Planning and Development, Consolidated Edison Company of New York.

We will soon be sending you details about the Seminar program; and, meanwhile, are enclosing a fact sheet on EMC and a response form which I hope you will use to let us know your plans to attend or be represented, and to give us your suggestions as to particular problems or concerns we should keep in mind in order to make the Seminar specifically and genuinely useful to you and your program.

Faithfully yours,

Harriet Lundgaard

Harriet Lundgaard
Executive Director

enclosures, as noted

TO: Harriet Lundgaard, Executive Director
Educational Media Council
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

In response to your invitation to attend the USOE/EMC Seminar on Media in MTDA Programs:

I plan to attend _____

I cannot attend _____, but will be represented by:

OR _____ I would like to bring with me:

(Name) _____

(Title) _____

(Address) _____

Please reserve _____ place(s) at the pre-Seminar dinner on August 1st

Please reserve _____ a single room at the DuPont Plaza Hotel at the special
Seminar rate of \$16 a night

OR _____ a double room at the DuPont Plaza Hotel at the special
Seminar rate of \$22 a night for me and

_____ for the night(s) of:

_____ Tuesday, August 1st

_____ Wednesday, August 2nd

_____ Thursday, August 3rd

My special concerns in the area of educational media are:

(Signed) _____

APPENDIX B

USOE/EMC SEMINAR ON

MEDIA IN MANPOWER DEVELOPMENT AND TRAINING ACT PROGRAMS

August 2nd - 3rd, 1972

Washington, D.C.

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APPENDIX C

SEMINAR ON MEDIA IN MANPOWER DEVELOPMENT AND TRAINING PROGRAMS

cooperatively planned by

the Division of Manpower Development and Training
Bureau of Adult, Vocational, and Technical Education
United States Office of Education

the National Center for Educational Technology
United States Office of Education

and

the Educational Media Council

under a contract with

the University of Maryland

August 2nd-3rd, 1972
Hotel DuPont Plaza, Washington, D.C.

Seminar Planning

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USOE/EMC Seminar on Media in Manpower Development and Training Act Programs

August 1st-3rd, 1972

DuPont Plaza Hotel, Washington, D.C.

TENTATIVE AGENDA

(All meetings will be held in Embassy Hall)

Tuesday, August 1st

6:00 PM Reception (cash bar)

7:00 PM Dinner

Presiding: Desmond P. Wedberg, Director, Center for Educational Technology, School of Education, University of Maryland

Keynote Speaker: John S. Jenness, President, American Society for Training and Development; and Director, Manpower Training and Development, Consolidated Edison Company of New York

"What Is So Important About Media?"

Wednesday, August 2nd

9:00 AM First General Session

Presiding: Jerrold E. Kemp, President, Association for Educational Communications and Technology; and Coordinator, Audiovisual Production Services, San Jose State College

"Educational Media and the Communications Generation" -- multi-media presentation narrated by Kevin O'Sullivan, Director of Professional Development, National Audio-Visual Association

"The Role of Media in Instruction" -- Dr. Kemp

"Media in Manpower Development and Training Programs" -- Ann Donovan, Deputy Director, Division of Manpower Development and Training, BAVT, USOE

"A-V System for Manpower Administration Programs and Networks" -- William R. Woodfin, Deputy Director, Office of Technical Assistance and Training, Manpower Administration, U.S. Department of Labor

First General Session -- continued

"A Prevocational Basic Skills Job Corps Training Program" --
Lawrence Langfeldt, Program Specialist, Job Corps,
U.S. Department of Labor

12:30 PM

Luncheon break

2:00 PM

Second General Session

Presiding: Harry A. Shoemaker, President, National Society for
Programmed Instruction; and Training Research
Manager, American Telephone and Telegraph Company

"Programmed Instruction and Media: What is the Relationship?" --
Mr. Shoemaker

"Relating Books to Other Media" -- Virginia H. Mathews, Senior
Associate, Reading Development, Association of
American Publishers

"Learning 100 and the Hillsborough County ABE" -- Kermit H. Boston,
Special Projects Director, Educational Developmental
Laboratories

"Nonprint Media in OIC Programs" -- Elton Jolly, Deputy Executive
Director, Opportunities Industrialization Centers of
America

"Westinghouse Multi-Media Training Programs" -- Richard L. Smith,
Coordinator, Professional and Skills Training,
Westinghouse Learning Corporation

5:30 PM

Dinner break

8:00 PM

Media Mini-Fair

Thursday, August 3rd

9:00 AM

Third General Session

Presiding: William G. Harley, President, National Association of
Educational Broadcasters

"Broadcasting and Recording Media" -- Mr. Harley

"Everything You Always Wanted to Know about Local ETV Production
But Were Afraid to Ask" -- Murray V. Tesser, Audio-Visual
Production Officer and Assistant Chief, Office of the Direc-
tor of Instruction, U.S. Army Signal Center and School,
Fort Monmouth

Third General Session - continued

"Job Man Caravan" -- Thomas L. Stepp, Executive Assistant,
South Carolina ETV Network

"Cable TV -- an Educational Tool" -- Wallace Briscoe, Senior Vice
President for Association Affairs, National Cable Tele-
vision Association

"Sources of Information on Educational Media" -- Desmond P. Wedberg,
Director, Center for Educational Technology, School of
Education, University of Maryland

12:30 PM

Luncheon break

2:00 PM

Fourth General Session

Presiding: Armand L. Hunter, President, National University
Extension Association; and Director, Continuing Education
Services, Michigan State University

"The Role of University Extension Programs in Career Education" --
Dr. Hunter

"A Vocational Guidance System to Replace Computers and Counsellors" --
John L. Holland, Director, Center for Social Organization
of Schools, Johns Hopkins University

"Choosing and Using Audio-Visuals" -- Katherine P. Breen, Corporate
Training Director, Montgomery Ward and Company

"How to Specify and Purchase Educational Hardware" -- William C. Lewis,
Technical Advisor, Educational Products Information
Exchange Institute; and Director of Technical Systems,
American College of Life Underwriters

5:30 PM

Adjournment

USOE/EMC SEMINAR ONMEDIA IN MANPOWER DEVELOPMENT AND TRAINING ACT PROGRAMSSELECTED SOURCES OF INFORMATIONI. Basic References

1. Barnes, O. Dennis, and Deborah B. Schrieber. Computer-Assisted Instruction: A Selected Bibliography. AECT Publications, 1201 16th Street, N.W., Washington, D.C. 20036. 1972. 235 pp. \$3.50.

This bibliography provides a starting point on a study of CAI and makes the job of looking through the literature on computer-assisted instruction easier by breaking out many of the interest areas in the field.

2. Brown, James W., Richard B. Lewis, and Fred F. Harclerod. AV Instruction: Materials and Methods. McGraw-Hill Book Co., 1221 Avenue of the Americas, New York, N.Y. 10020. Third edition, 1969. 621 pp. \$12.50.

An encyclopedic reference source widely used as an audiovisual textbook. Designed to assist teachers to become acquainted with the broad range and interrelated uses of many different kinds of educational media, techniques, and devices.

3. Carter, Yvonne, et al. Aids to Media Selection for Students and Teachers. Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Catalog No. HE 5.234:34045. 1971. 82 pp. \$.75.

A bibliography of lists and periodicals which contain reviews of materials for pupils through the high school level. Sections on book selection sources, sources of audiovisual materials, and sources of multiethnic instructional materials.

4. Dale, Edgar. Audiovisual Methods in Teaching. The Dryden Press, Holt, Rinehart and Winston, Inc., 383 Madison Avenue, New York, N.Y. 10017. Third edition, 1969. 720 pp. \$13.00.

Emphasizes the use of audiovisual materials as an integrated, functioning part of a systematic program of instruction.

5. Dale, Edgar, and John Belland. A Guide to the Literature on Audiovisual Instruction. ERIC Clearinghouse on Media and Technology, Stanford, California 94305. 1971. 17 pp. Free.

Selected bibliography of published materials basic to a working knowledge of instructional technology. Sections include production of audiovisual materials, programmed instruction and computer-assisted instruction, learning laboratories, administering media programs, and others.

6. Erickson, Carlton W.H., and David H. Curl. Fundamentals of Teaching with Audio-visual Technology. Crowell Collier and Macmillan, Inc., 866 Third Avenue, New York, N.Y. 10022. Second edition, 1972. 381 pp. \$9.95.

A textbook dealing with both modern and traditional AV methods in classrooms and individualized settings.

7. Gerlach, Vernon S., and Donald P. Ely. Teaching and Media: A Systematic Approach. Prentice-Hall, Inc., Englewood Cliffs, New Jersey 07632. 1971. 395 pp. \$9.95.

A rigorous approach to specification of objectives and development of instructional materials for different strategies and environments.

8. Heinich, Robert. Technology and the Management of Instruction (Monograph 4). AECT Publications Section C, 1701 16th Street, N.W., Washington, D.C. 20036. 1970. 198 pp. \$6.50. Order No. 071-02304.

A profound and definitive work on the theory, models, and application of the technology of instruction.

9. Mager, Robert F., and Kenneth M. Beach, Jr. Developing Vocational Instruction. Fearon Publishers, 6 Davis Drive, Belmont, California 94002. 1967. 95 pp. \$2.50.

Explains in concise language the systematic development of instruction and how it can aid in transmitting skills and knowledge to others. Not exclusive as to subject area or vocation, this book has proven valuable to instructors, teaching a wide variety of academic subjects as well as those in vocational and technical fields.

10. Morrissey, George L. Effective Business and Technical Presentations. Addison-Wesley Publishing Co., Reading, Mass. 01867. 1968. 143 pp. \$4.95.

A systematic approach to preparation and delivery of oral presentations and briefings.

11. Niven, Harold. Radio-Television Programs in American Colleges and Universities. National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036. 1972. 120 pp. \$5.00.

The 13th survey of American colleges and universities offering course work in radio and television. Describes broadcasting facilities used for instructional purposes. Includes index of radio-television faculty.

12. Postlethwait, S.N., J. Novak, and H.T. Murray, Jr. The Audio-Tutorial Approach to Learning. Burgess Publishing Co., 246 South Sixth Street, Minneapolis, Minn. 55415. Second edition, 1969. 149 pp. \$4.75.

Describes the audio-tutorial concept employed at Purdue University for teaching basic sciences. Suggestions for operating an audio-tutorial laboratory.

13. Rowe, Mack R., et al. The Message is You. AECT Publications Sales, 1201 Sixteenth Street, N.W., Washington, D.C. 20036. 1971. 40 pp. \$2.25.

Guidelines for effective visual presentations by people who are unfamiliar with the technical aspects of AV media.

14. Wallington, C. James, and Carol Bryce. Training Programs for Educational Media Technicians. AECT Publications, 1201 Sixteenth Street, N.W., Washington, D.C. 20036. 1972. 86 pp. \$3.50. Order No. 071-02664.

Lists the results of a survey conducted of institutions in the United States offering programs for educational media technicians as well as a description of the world of the educational media technician.

15. Witherspoon, John P., and William J. Kessler. Instructional Television Facilities: A Planning Guide. Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Catalog No. FS 5.234:34043. 1969. 73 pp. \$1.00.

Comprehensive guide for potential users of TV equipment and facilities. Tells where to get detailed technical assistance.

16. Wittich, Walter A., and Charles F. Schuller. Audiovisual Materials, Their Nature and Use. Harper and Row, Inc., Keystone Industrial Park, Scranton, Pennsylvania 18512. Fourth edition, 1967. 554 pp. \$14.00.

A basic text emphasizing principles for thoughtful selection and effective utilization of audiovisual media. Includes suggested activities for the teacher trainee and extensive bibliographies.

17. Wyman, Raymond. Mediaware: Selection, Operation, and Maintenance. William C. Brown Co., 135 S. Locust Street, Dubuque, Iowa 52001. 1969. 188 pp. \$3.75.

Techniques for operating AV equipment, plus how it works, selection characteristics, and maintenance procedures.

II. Periodicals and Journals

18. Audio-Visual Communications. United Business Publications, 200 Madison Avenue, New York, N.Y. 10016. Bimonthly. \$3.

Brief articles, reports, and news items with emphasis on the use of media in industrial training, public relations, marketing, and management.

19. Audiovisual Instruction. Association for Educational Communications and Technology, 1201 Sixteenth Street, N.W., Washington, D.C. 20036. Monthly September through May with combined June-July issue (10 issues). \$12.

Official publication of AECT addressed to teachers, media specialists, and others concerned with trends and news in the field. A major portion of each issue explores a theme in depth.

20. AV Communication Review. Association for Educational Communications and Technology, 1201 Sixteenth Street, N.W., Washington, D.C. 20036. Quarterly. \$5 per year to members; nonmembers \$13.

Official publication of AECT dealing with the theoretical aspects of audiovisual communication. In-depth technical articles concerning research in the use of educational technology and new approaches to learning.

21. Business Screen. Harbrace Publications Inc., 402 W. Liberty Drive, Wheaton, Illinois 60187. Monthly. \$3.

Concerned with nontheatrical audiovisual media and equipment for business, industry, government, advertising, and associations.

22. Educational Broadcasting Review. National Association of Educational Broadcasters, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036. Bimonthly. \$6.

Official journal of the NAEB includes in-depth articles on significant developments in public broadcasting and in the use of radio and television in formal and informal instruction.

23. Educational and Industrial Television. C.S. Tepfer Publishing Co., Inc., 607 Main Street, Ridgefield, Connecticut 06877. Monthly. \$10.

Articles and features addressed to persons concerned with the production and use of educational broadcasting in schools and colleges, medicine, business, industry, and the military.

24. Educational Product Report. The Educational Products Information Exchange Institute, Box 245, Kingston, N.J. 08528. Monthly, October - June. \$35.

Reports findings of EPIE Institute, a nonprofit membership corporation whose purpose is to develop, correlate, and disseminate impartial evaluations of learning materials, equipment, and systems.

25. Educational Screen and AV Guide. 434 South Wabash Avenue, Chicago, Illinois 60605. Monthly (July - August issue combined). \$6.

Editorial comment and articles addressed to the teacher and media specialist. A special feature is the "Annual Blue Book," a listing of new audiovisual materials, which is published in the July - August issue.

26. Educational Technology. 140 Sylvan Avenue, Englewood Cliffs, N.J. 07632. Monthly. \$18.

Research reports and technical papers concerning communications theory, instructional systems, and the innovative uses of software and hardware in education, government programs, and industrial training. A single topic is emphasized in each issue.

27. NSPI Newsletter and Quarterly. National Society for Programmed Instruction, P.O. Box 137, Cardinal Station, Catholic University, Washington, D.C. 20017. Newsletter published monthly except January and August. \$20.

Official publications of the NSPI, include scholarly articles and research reports concerning the theory, production, and utilization of programmed instructional materials, news briefs, editorials, and evaluative reviews of published programs.

28. Sightlines. Educational Film Library Association, Inc., 17 West 60th Street, New York, N.Y. 10023. Five times a year. \$8.

Official publication of EFLA that cuts across the whole field of the nontheatrical film (16mm, 8mm, and filmstrips).

29. Training in Business and Industry. Gellert Publishing Corp., 33 West 60th Street, New York, N.Y. 10023. Monthly. \$10.

Articles and reports on media applications to solve training problems and improve training programs in the business and industrial sector.

30. Now Available. ERIC at Stanford. The Newsletter from the Clearinghouse on Educational Media and Technology, Institute of Communication Research, Stanford University, Stanford, California 94305. Bimonthly. Free.

Each issue lists documents processed or cited by the Clearinghouse and arranged by broad subjects, e.g., television and radio. Also includes brief news items and developments in the field.

III. Directories and Lists of Educational Media Equipment and Materials

31. Audio-Visual Center Film Sales Catalog, 1969. Indiana University, Bloomington, Indiana 47401. 1969. Price quoted upon request.

Educational motion pictures produced by Indiana Audio-Visual Center, NET, National Center for School and College Television, Education Television Stations Program Service.

32. Audio-Visual Equipment Directory. National Audio-Visual Association, Inc., 3150 Spring Street, Fairfax, Virginia 22030. Revised annually. \$9.25 (\$8.25 prepaid).

A master reference (with photographs) to nearly all types and makes of AV equipment and accessories.

33. Audiovisual Market Place: A Multimedia Guide. Edited by Olga S. Weber. R.R. Bowker Co., 1180 Avenue of the Americas, New York, N.Y. 10036. Second edition, 1970. 177 pp. \$12.25.

Directory of equipment manufacturers, software producers and distributors, professional and trade associations, film festivals and conferences, and reference books.

34. Books for Occupational Education Programs. A list for technical institutes and vocational schools. Edward Mapp. R.R. Bowker Co., 1180 Avenue of the Americas, New York, N.Y. 10036. 1971. c250 pp. \$15.

List includes about 9,000 titles for commercial, community services, engineering and health service programs. Entries are not annotated. Preliminary information does not indicate amount of evaluation involved.

35. Catalog of Recorded Instruction for Television. Great Plains National Instructional Television Library, University of Nebraska, Lincoln, Nebraska 68508. 1971. 136 pp. Free.

Lists approximately 100 complete telecourses for levels elementary through adult on a variety of subject areas.

36. Directory of Selected Sources for Urban Education Materials. Educational Materials Producers Council, 3150 Spring Street, Fairfax, Virginia 22030. 1972. 13 pp. Free.

EMOC and the Council of the Great City Schools sponsored a series of educational materials workshops in which school administrators and teachers discussed their media needs with materials producers. This listing is a cross-section of some of the new or modified materials which resulted.

37. 1972 Directory of Summer Session Courses on Educational Media. Educational Media Council, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036. 1972. Free. Enclose stamped, self-addressed #10 envelope with request.

Ninth annual edition. Reports summer course offerings in media of 533 colleges and universities.

38. Educators Guide to Free Films. Compiled and edited by Mary Foley Horkheimer and John W. Diffor. Educators Progress Service, Randolph, Wisconsin 53956. Thirty-first edition, 1971. 790 pp. \$10.75. Revised annually.

Lists over 5,000 motion pictures in all instructional subjects available free of charge on loan.

39. Educators Guide to Free Filmstrips. Compiled and edited by Mary Foley Horkheimer and John W. Diffor. Educators Progress Service, Randolph, Wisconsin 53956. Twenty-third edition, 1971. 184 pp. \$8.50. Revised annually.

Lists over 450 filmstrips and slides in all instructional subjects currently available free of charge, either on loan or as a gift.

40. Educator's Purchasing Masters. Fisher Publishing Co., 3 West Princeton, Englewood, Colorado 80110. 1970. 3 volumes. \$37.50.

Indexes and cross-references 13,000 instructional materials and audiovisual products, with information on manufacturers, trade names, national and local dealers/distributors, and publishers.

41. 8mm Film Directory. Compiled and edited by Grace Ann Kone. Educational Film Library Association. Available from Comprehensive Service Corp., West 64th Street, New York, N.Y. 10023. 1969. 532 pp. \$10.50.

Comprehensive, descriptive, nonevaluative index which includes all 8mm films in general distribution in the U.S., arranged alphabetically by subject and title.

42. Film Evaluation Guide, 1945-65. Educational Film Library Association, 250 West 57th Street, New York, N.Y. 10019. 1965. 535 pp. \$30.00. Supplement one, 1965 - 68: \$12. Supplement two, 1968 - 71: \$12.

Complete bibliographic information on more than 4,500 currently available motion pictures in all subject areas, including general and technical ratings, descriptive annotation, suggested specific uses, and strengths and weaknesses.

43. Guides to Educational Media. Compiled by Margaret I. Rufsvold and Carolyn Guss. American Library Association, 50 East Huron Street, Chicago, Illinois 60611. Third edition, 1971. 116 pp. \$2.50.

Handbook describing available catalogs, lists, services, professional organizations, journals, and periodicals which regularly provide information on such educational media as films, filmstrips, kinescopes, phonodiscs, phonotapes, programmed instruction materials, slides, transparencies, and videotapes.

44. Guide to Free-Loan Training Films (16mm). Serina Press, 70 Kennedy Street, Alexandria, Virginia 22305. 1969. 205 pp. \$5.95.

Synopses of over 1,950 films available for public exhibition on a free-loan basis. Film topics include salesmanship, stock market, career guidance, construction, data processing, electronics, home economics, machining, metals, plumbing, carpentry, etc.

45. Index to Educational Audio Tapes. National Information Center for Educational Media, University of Southern California, University Park, Los Angeles, California 90007. Second edition, 1972. \$36.50.

Lists and describes the educational content of over 20,000 audio tapes.

46. Index to Educational Overhead Transparencies. National Information Center for Educational Media, University of Southern California, University Park, Los Angeles, California 90007. Third edition, 1972. \$49.50.

Lists and describes over 35,000 educational transparencies with the following information: descriptive annotations; series listings; physical size; type (prepared, operable, polarized); number of overlays; color; audience level; producer/distributor codes; year of release.

47. Index to Educational Records. National Information Center for Educational Media, University of Southern California, University Park, Los Angeles, California 90007. Second edition, 1972. \$4.50.

Lists and describes over 18,000 educational records.

48. Index to Educational Video Tapes. National Information Center for Educational Media, University of Southern California, University Park, Los Angeles, California 90007. Second edition, 1972. \$16.50.

Lists and describes the educational content of over 9,000 video tapes.

49. Index to 8mm Motion Cartridges. National Information Center for Educational Media, University of Southern California, University Park, Los Angeles, California 90007. Third edition, 1972. \$34.50.

Lists and describes over 18,000 educational 8mm motion cartridges.

50. Index to Producers and Distributors. National Information Center for Educational Media, University of Southern California, University Park, Los Angeles, California 90007. Second edition, 1972. \$18.50.

Lists alphabetically the names, addresses and codes for over 10,000 producers and distributors with media indicated. A valuable source for those educators and libraries seeking additional information from the varied sources.

51. Index to 16mm Educational Films. National Information Center for Educational Media, University of Southern California, University Park, Los Angeles, California 90007. Fourth edition, 1972. 2 volumes. \$79.50.

Contains 70,000 annotated entries. The Alphabetical Guide displays each entry with the following information: annotation; audience level; stock; series listing; running time; edition; producer/distributor codes; year of release in the U.S.

52. Index to 35mm Filmstrips. National Information Center for Educational Media, University of Southern California, University Park, Los Angeles, California 90007. Fourth edition, 1972. 2 volumes. \$58.50.

Lists and describes 42,000 filmstrips. The Alphabetical Guide indicates: the number of frames for each title; the series; whether it is captioned or accompanied by record, script, or audio tape. Other valuable information is provided, such as annotation, date of release in the U.S. and producer/distributor codes.

53. Index to Vocational and Technical Education - Multimedia. National Information Center for Educational Media, University of Southern California, University Park, Los Angeles, California 90007. First edition, 1972. \$22.50.

Lists and describes over 15,000 titles in seven media areas dealing with the general as well as the specific areas of vocational and technical education. Each entry is filed

on the average of three times under the subject headings. This index provides access to information on non book media at all levels of education.

54. 1972 - 73 Learning Directory. Westinghouse Learning Corporation, 100 Park Avenue, New York, N.Y. 10017. 1972. \$24.50. Eight-volume complete set (7,600 pp.): \$99.50.

Listing of instructional offerings from every major publisher and producer since January 1971. Most recent of an 8-volume series. Entries are listed alphabetically by subject, with one-line data on type of media, cost, learning level, and source. Not annotated.

55. Library of Congress Catalog: Motion Pictures and Filmstrips. Library of Congress, Card Division, Building No. 159, Navy Yard Annex, Washington, D.C. 20541. 1953 to date. Quarterly with annual and quinquennial cumulations. \$25. Current issues, quarterly with annual cumulation.

Lists all motion pictures and filmstrips of educational or instructive value cataloged on Library of Congress printed cards.

56. Materials for Occupational Education. Patricia Schuman. R.R. Bowker Co., 1180 Avenue of the Americas, New York, N.Y. 10036. 320 pp. \$9.95.

Annotated source guide. Lists 50 subject areas and 600 associations, government agencies and businesses who publish books, periodicals, and audiovisual materials concerning occupational education.

57. National Center for Audio Tapes Catalog, 1970-72. National Center for Audio Tapes, Stadium Building, University of Colorado, Boulder, Colorado 80302. 1970. 123 pp. \$4.50. 1971 Supplement, 46 pp. \$1.00.

Selected on the basis of curricular relevance and production quality, describes tapes in a variety of subject areas, including vocational-technical.

58. New Educational Materials. Compiled by Lois Markham. Citation Press, 130 East Elizabeth, Detroit, Michigan 48201. 1970. 256 pp. \$3.75.

A "comprehensive multimedia evaluation service" composed of reviews from Scholastic Teacher magazine. Classified, materials in each category are listed as "books" or as "instructional materials."

59. NIT Newsletter. National Instructional Television Center, Box A, Bloomington, Indiana 47401. Five issues per year, September - May. Apply.

Each issue describes television materials which NIT, a nonprofit organization, develops and makes available to elementary, secondary, higher, and continuing education.

60. Olympic Training Film Profiles. Olympic Film Service, 161 West 22nd Street, New York, N.Y. 10011. Bimonthly. \$125.00 annual subscription.

Fact sheets prepared by independent film reviewers. Analyses of content, curriculum suitability, production values, and accuracy of instructional films.

61. Programmed Learning: A Bibliography of Programs and Presentation Devices. Compiled by Carl Hendershot. 4114 Ridgewood Drive, Bay City, Michigan 48706. Fifth edition, 1970. 700 pp. 2 volumes. \$27.00.

Classifies the programs by subject area and publisher, lists with descriptions the devices needed in the presentation of programs, and cites periodical and book references about programmed instruction.

62. Sources of Free and Inexpensive Educational Materials. Esther Dever. P.O. Box 186, Grafton, West Virginia 26334. Fourth edition, 1970. 538 pp. \$6.30.

Describes approximately 5,000 units of instructional materials including films, filmstrips, slides, phonotapes, booklets, and graphic materials from elementary through adult levels in a variety of subject areas.

63. U.S. Government Films - 1971 Supplement. National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409. 1971. 140 pp. Free.

A listing of nearly 2,000 titles available for sale and rental from the Center. Many 16mm films and a few filmstrips cataloged by subject. Not evaluative.

64. Vocational Instructional Materials Available from Federal Agencies. Northwest Regional Educational Laboratory. Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Stock No. 1780-0836 (agriculture); 1780-0837 (distributive education); 1780-0838 (health occupations education); 1780-0839 (home economics); 1780-0840 (office occupations); 1780-0841 (technical education); 1780-0842 (trade and industrial occupations). 1971. Each publication, 50 pp., \$1.25.

Coded listings of materials produced by Federal agencies. How to locate the materials and how to order them. Categorized by occupations within the general career areas listed above.

65. The Vocational - Technical Library Collection: A Resource for Practical Education and Occupational Training. Bro-Dart Publishing Co., Inc. 1609 Memorial Avenue, Williamsport, Pennsylvania 17701. 1970. 377 pp. \$35.00.

Annotates briefly about 8,000 titles which may be useful "in public schools from high school through college;" designed as a selection guide...Three libraries are included in the collection; instructional library, professional library and journal library; these are ranked in three phases of priority for purchase. There is a general subject index.

IV. National Conferences Featuring Program Emphasis on Media and Exhibits

1972

October 22-27	Society of Motion Picture and Television Engineers 9 East 41st Street, New York, N.Y. 10017	Los Angeles
October 29- November 1	National Association of Educational Broadcasters 1346 Connecticut Avenue N.W., Washington, D.C. 20036	Las Vegas

1973

January 20-23	National Audio-Visual Association 3150 Spring Street, Fairfax, Virginia 22030	Houston
February 21-24	American Association of Colleges for Teacher Education One DuPont Circle, Washington, D.C. 20036	Chicago
February 24-28	American Association of School Administrators 1201 Sixteenth Street N.W., Washington, D.C. 20036	Atlantic City
March 9-13	Association for Supervision and Curriculum Development 1201 Sixteenth Street N.W., Washington, D.C. 20036	Minneapolis
March 17-21	American Association of School Administrators 1201 Sixteenth Street N.W., Washington, D.C. 20036	San Francisco
April 8-13	Association for Educational Communications and Technology 1201 Sixteenth Street N.W., Washington, D.C. 20036	Las Vegas
April 18-21	National Society for Programmed Instruction P.O. Box 137, Cardinal Station, Washington, D.C. 20017	San Francisco
May	Educational Film Library Association (American Film Festival) 17 West 60th Street, New York, N.Y. 10023	New York
May 13-18 or 20-25	American Society for Training and Development P.O. Box 5307, Madison, Wisconsin 53705	Miami Beach
May 20-25	Society of Motion Picture and Television Engineers 9 East 41st Street, New York, N.Y. 10017	Chicago
June 24-30	American Library Association 50 East Huron Street, Chicago, Illinois 60611	Las Vegas
July 1-6	National Education Association 1201 Sixteenth Street N.W., Washington, D.C. 20036	New Orleans
August	American Management Association Conference on Training and Education 135 West 50th Street, New York, N.Y. 10019	New York

October 14-19	Society of Motion Picture and Television Engineers 9 East 41st Street, New York, N.Y. 10017	New York
November 11-14	National Association of Educational Broadcasters 1346 Connecticut Avenue N.W., Washington, D.C. 20036	New Orleans

V. Special New Resources

Educational Facilities Center, 223 Michigan Avenue, Chicago, Illinois 60601

An Initial Display Center for observing, examining, and selecting educational materials and equipment and a series of "learning environment" facilities in which media are demonstrated in use with students represent the first phase of an ambitious project designed to offer a permanent national exhibit and demonstration center.

National Multimedia Center for Adult Basic Education, 14 Normal Avenue, Montclair State College, Upper Montclair, N.J. 07043

An USOE-funded demonstration project which is acquiring and assessing print and nonprint instructional and curricular materials for the purpose of abstracting and distributing information through subscription service.

RESOURCE LISTS IN ADULT BASIC EDUCATION

compiled by Virginia H. Mathews

Adult Basic Education: A Bibliography, Educational Materials Center, U. S. Office of Education/ Department of Health, Education, and Welfare, Washington, D. C. 20202.

Bibliography of Adult Basic Education Materials, National Multi-media Center for Adult Basic Education, Montclair College, 14 Normal Avenue, Upper Montclair, N. J. 07043. (Subscription service with cumulative index; includes abstracts; \$40 per year).

"Books for Adults Beginning to Read", Booklist and Subscription Books Bulletin (December 1, 1967), American Library Association, 50 East Huron Street, Chicago, Ill. 60611.

Books for Disadvantaged Adults (1966), St. Louis Public Library Human Development Program, 1301 Olive Street, St. Louis, Mo. 63103.

Books Selected for Use in Project Opportunity (Community Action Program, 1965), Corpus Christi Public Library, Corpus Christi, Tex. 78401.

Easy-to-Read Books for Teenagers, Office of Young Adult Services, New York Public Library, 8 East 40th Street, New York, N. Y. 10016.

"Innovations in Adult Basic Education", Strategies for Adult Basic Education, IRA Perspective No. 11. International Reading Association, 800 Barksdale Road, Newark, Del. 19711. (An article that includes good lists.)

Meno, Marie A., comp. Annotated Bibliography of Adult Education Instructional Materials, Bulletin 1190, State Department of Education, Baton Rouge, La. 70804. (Classified by publisher and curriculum area.)

"New Careers for the Disadvantaged: A Selected Bibliography", Library Service to Labor (Spring, 1970). American Library Association, 50 East Huron Street, Chicago, Ill. 60611.

Reader Development Program, Free Library of Philadelphia, Logan Square, Philadelphia, Pa. 19103. (Annotated bibliography with supplements, January, 1972, and June, 1972 -- the latter a list of AV materials.)

Selected References on Adult Education, Division of Adult Education Service, National Education Association, 1201 Sixteenth Street, NW, Washington, D. C. 20036.

Summers, Edward G. "Materials for Adult Basic Education", Journal of Reading (April, 1967), International Reading Association, 800 Barksdale Road, Newark, Del. 19711. (An article including a good bibliography.)



EDUCATIONAL MEDIA COUNCIL

1346 CONNECTICUT AVENUE, N.W.
WASHINGTON, D.C. 20036

/ 202 296 - 7248

June 30th, 1972

TO: The Educational Materials Producers' Council, NAVA

FROM: Harriet Lundgaard, Executive Director

IN RE: USOE/EMC Seminar on Basic Career Education

The Office of Education's National Center for Educational Technology and its Division of Manpower Development and Training have asked the Educational Media Council to plan and manage a midsummer Seminar on Media in Manpower Training and Development Act Programs, designed for administrators in such programs, State directors of vocational education, and national contractors who are conducting training programs under MTDA. The Seminar is scheduled for August 2nd and 3rd here in Washington at the DuPont Plaza Hotel; and we anticipate a registration of approximately 75.

Our OE friends tell us that these people need to be sold on, as well as informed about, educational media; and they have asked us to concentrate on explication and demonstration of immediately and readily available equipment and materials. Seminar presentations will be offered by people who are making innovative and effective use of media in career education programs of various kinds. In respect to materials involved, we are seeking information on, and examples of, outstanding materials in the area of basic career education -- that is, basic literacy, basic numeracy, and basic career skills, NOT vocational education as such. We are interested in slides, overhead transparencies, filmstrips, 16mm and 8mm films (of course including loops), audio and video tapes, programmed instruction materials, simulations, and games, models, mock-ups, systems -- what have you?

The Seminar registrants will be key people in OE-sponsored programs, and the event affords NAVA and its fellow-Members of the Council an unique opportunity to make a significant difference for wider and better use of media in career education. We hope, therefore, that the members of the Educational Materials Producers Council will wish to participate.

If you have materials you think would be appropriate, I will appreciate it very much if you will write or telephone me immediately. Specifically, would you be willing to send materials to be considered by the Seminar Planning Committee for showing at the Seminar? Would you be willing to send us brochures or catalogs to be given to Seminar registrants? Are there among your customers people working in notable career education programs who should be considered by the Committee to be invited to make Seminar presentations? Do you have any other kinds of program suggestions for the Planning Committee?

Planning time is short but not, we hope, too short for us to put together a lively and effective Seminar that will help the undertrained, underemployed young people and adults both USOE and EMC are seeking to serve.

APPENDIX G



EDUCATIONAL MEDIA COUNCIL

1346 CONNECTICUT AVENUE, N.W. / 203 206-7248
WASHINGTON, D.C. 20036

August 15th, 1972

TO: All participants in the USOE/EMC Seminar on Media in MDTA Programs

FROM: Harriet Lundgaard, Executive Director, Educational Media Council

IN RE: Seminar Follow-Through

All of us in EMC who took part in the Seminar enjoyed meeting you, and only regret that there was so little time to talk with you about your programs and problems. It seemed to us that the large attendance -- 112 persons registered -- was evidence of very considerable interest in the role of media in career education, and we hope you found the Seminar interesting and useful. We are enclosing the list of Seminar participants requested by so many of you, together with two or three take-home materials you may have missed.

In order to improve planning and performance of future conferences, we should be very glad to have your comments and suggestions, and will be grateful if you will think over the following questions and let me hear from you.

Which presentations did you find most relevant to the needs of your program?

What other kinds of presentations might have been valuable to you?

Did you think there was enough time allowed for discussion?

Would you have preferred a one-day Seminar? A three-day Seminar?

Did you think the group was too large? Too small?

Unless you were one of the small but sturdy band on hand for the excellent presentations on the afternoon of the second day -- why weren't you?

What specific suggestions have you for other, similar conferences?

We hope you will keep in touch with us, and remember that if the Council can be of assistance to you in any way, we are at your service.